

CITY OF SALINAS, CALIFORNIA

INVITES YOUR INTEREST FOR THE POSITION OF:

COMMUNITY RELATIONS MANAGER



THE COMMUNITY

The City of Salinas (estimated population 161,000) is the 34th largest city in the state and the largest city in Monterey County. Just 12 miles from the Pacific Ocean and Monterey Bay and surrounded by agriculture on all sides, Salinas is a beautiful place with an active and diverse citizenry. Located on California's Central Coast, Salinas is the city that has become the "Epicenter for Agtech Innovation," where agriculture plays a vital role in maintaining a vibrant local economy. Salinas offers a great career opportunity for a Community Relations Manager.

Salinas is a multicultural and diverse community and a key asset in today's global economy. The City's diverse community is comprised of an approximate 75% Hispanic population. The median age of the community is 29.3 years young. The region offers various cultural family events and consistent Mediterranean climate for year-round outdoor activity.

With world-class events that take place in the City each year including the Steinbeck Festival, El Grito Festival, and the California Rodeo, as well as world-renowned amenities like the Pebble Beach Golf Resort and the Monterey Bay Aquarium right next door, Salinas is a place that truly has it all.

The Salinas Valley has a global reputation as an agriculture and innovation hub. The region is a source for agricultural research and resources and is developing the latest technology and advancements in "Agtech". Although agriculture forms an economic base, more than 100 manufacturing, financial, and medical related firms call Salinas home. Some of the largest employers in the City include: County of Monterey, Taylor Farms, D'Arrigo Bros, and Salinas Valley Memorial Hospital.



THE ORGANIZATION

The City of Salinas was incorporated in 1874 and became a Charter City in 1903. The City operates under a Council-Manager form of government. The Salinas City Council serves as the policy-making and legislative body of the City of Salinas. The seven-member City Council includes six (6) members elected by district to serve four-year staggered terms on a nonpartisan basis, plus the Mayor who is elected at-large and serves a term of two (2) years. The City Manager is responsible for all City departments except for the appointed City Attorney.

The City employs 755 full and part-time employees with a FY 2019-20 budget of \$196.1 million. The City Manager leads and directs the City's eight (8) departments which include: Administration, Community Development, Finance, Fire, Human Resources, Library and Community Services, Public Works, and Police.

THE DEPARTMENT

The Administration Department provides external and internal support services for a number of essential functions related to the management operations of City government. Under the direction of the City Manager's Office, these functions include: logistical support for the Mayor and Council, recording, archiving of the City's official records, and Economic Development. The City Manager's Office is responsible for the management of the Salinas Municipal Corporation consistent with the policy direction established by the City Council and California Law.

MISSION STATEMENT

We are people serving people for a better community.

THE POSITION

- The Community Relations Manager reports directly to the City Manager or designee
- Administers the City's marketing, public information, and media relations and communications programs
- Serves as the City spokesperson with the media for the City and all departments
- Prepares communication content in newsletters, news releases, City website, and electronic communications
- Prepares speeches, scripts, responses and related materials for public information purposes to strengthen and promote the City's identity
- Provides Citywide training in various aspects of community relations
- Prepares and serves as City website content administrator and establishes policies and standards related to the content, value and identity of the website
- Develops and supervises the delivery of specific outreach efforts to targeted population groups to connect them with City services and programs
- Administers program budget; prepares related Request for Proposals and evaluates proposal for contracted services
- May serve as a representative to community meetings as well as to civic and neighborhood events on behalf of the City
- Please visit the City website for a complete job description

THE IDEAL CANDIDATE

The City is seeking an experienced Community Relations Manager with outstanding interpersonal and analytical skills, political savvy and a willingness to work cooperatively and collaboratively with the media, elected officials, community leaders and other governmental agencies. The ideal candidate is a high-functioning, productive self-starter that possesses strong written and verbal communication skills and exercises independent judgement. Spanish bilingual skills are highly desirable.

At a minimum, candidates must possess a Bachelor's degree in Communications, Public Relations, Journalism, or closely related field and four years of increasingly responsible experience in public communications, public relations or other closely related experience. A Master's degree in a related field of study is highly desirable. Candidates must also possess a valid California Driver's License.



THE COMPENSATION

The annual salary range for the Community Relations Manager is \$79,764 - \$101,784. Placement in the range is dependent upon qualifications. The City offers an attractive benefits package including:

Health Insurance: The City currently pays 100% of the cost of the CalPERS Choice health plan, Delta Dental plan, and Vision Service Plan (VSP) for employees and their eligible dependents. Other PERS health coverage may be available depending upon residence. *Effective December 2019, employee contribution to Health plan as follows: \$75 per month for family coverage, \$50 per month for employee plus one and \$25 per month for employee only.*

Educational Achievement Pay: Accredited college degrees; Bachelor's Degree 2.5% pay to base salary; Graduate Degree 2.5% pay to base salary (subject to administrative approval).

Professional Development: Up to \$1,000 for qualifying expenses per fiscal year on a reimbursement basis.

Annual Leave: May be used for vacation and/or sick leave. Leave is accrued at a rate of 22 days per year for the first five years; 27 days per year for years six through 10, with additional longevity increases in annual leave after ten years of employment.

Life Insurance – Term life insurance up to \$150,000.

Residency Stipend – \$200 per month payable on a bi-weekly basis for employees who maintain legal residence within the corporate limits of the City of Salinas.

Bilingual Premium Pay: \$75 per pay period. Eligibility is determined by City Manager and subject to passing a City-administered bilingual exam.

Holidays: 12 per year plus 2 floating holidays.

CalPERS Retirement Plan: The City participates in the California Public Employees' Retirement System (CalPERS) under a 2% @ 55 formula for Classic members. New members, as defined by PEPR, are under a 2% @ 62 formula. The City also participates in Social Security.

The above-listed benefits are subject to change and do not constitute a contract. Please visit the City website for a full description of benefits for Confidential Management.

TO APPLY

If you are interested in this outstanding opportunity, please visit:

<https://www.governmentjobs.com/careers/Salinas>

All candidates must apply online and upload attachments as PDF files.

**Filing Deadline:
September 27, 2019**

For questions, please contact Patricia Peñaloza, Senior Human Resources Analyst, at (831) 758-7416 or email at patricia.penaloza@ci.salinas.ca.us

City of Salinas
Human Resources Department
200 Lincoln Avenue
Salinas, CA 93901

(831) 758-7416 Telephone
(831) 758-7941 Fax

Applicants' qualifications will be evaluated on the information provided on the employment application.

Job offer is contingent on applicant passing a reference check and background investigation including education verification and a criminal history investigation with the Department of Justice.

